



**Project:**

**Wells Fargo**

**514 WASHINGTON BLVD**

**MARINA DEL REY, CA, 90292**

Mr. Santos H. Kreimann

Director, Department of Beaches & Harbors, Design Control Board,

13483 Fiji Way Trailer #3

Marina del Rey, CA 90292

Attn: Planning

**Description of Work**

Proposal to change the 3 existing exterior wall signs (East, North, and North West Elevation) from Halo Lit Individual Channel Letters to internally illuminated Face-Lit Channel Letters on a Staging Panel. Specifications are illustrated on the next few pages of the proposed drawings and plans. No other signs will change as they are not part of the scope of work for this project.

The 3 current/existing signs have dimensions of 12' X 1.67' (Width x Height). The 3 new proposed signage will have dimensions as the following: 11.86' X 1.78' (Width x Height). The color schemes of the signage are included in the packet, but the names of the colors are *Alpolic #Wry Red 4MM Core ACM* (for the Red) and *3M 3630-4039 Yellow Vinyl* (for the yellow channel letters). For the illumination schedule, per Title 24 we are required to hook up signage to a time clock and photo cell; Signs will illuminate between sunset and sunrise. For the height above grade, sign E01 will be placed at 11.20 feet from the ground, E02 will be placed 11.20 feet from the ground, and E03 will be 11.50 feet from the ground.

Manufacturing/installation of the new signage will occur between March-October 2013. Once approved by you, DCB, and Department of Beaches and Harbor, we will then move towards the process of getting approval by the County of Los Angeles Department of Regional Planning.

Cost of this entire project will be \$12,545.00 (materials/installation/labor).

Review Fee will be \$40.00 + .006 (ECC)= \$115.27

Please call me if you have any questions.

Thank you,

Brandon Miller

Coast Sign Inc.

[Brandon.Miller@CoastSign.com](mailto:Brandon.Miller@CoastSign.com)

1500 W. Embassy St, Anaheim, CA 92802 Phone: (714) 999-1960, Fax (714) 520-5847

*The sign industry's leader in corporate branding.*

**west**

Headquarters + Manufacturing  
1500 W. Embassy St.  
Anaheim, CA 92802  
phone 714 520 9144  
fax 714 520 5847

**southwest**

Project Management  
1909 E. Ray Rd., No. 9-128  
Chandler, AZ 85225  
phone 480 926 5780  
fax 480 632 9700

**southeast**

Project Management  
8331 E. Walker Springs Ln, No. 302  
Knoxville, TN 37923  
phone 865 693 0101  
fax 865 693 0184

**southeast**

Project Management + Manufacturing  
1698 Perimeter Rd.  
Greenville, SC 29605-5244  
phone 864 277 8187  
fax 864 277 8445



Pacific Ocean  
Management, LLC

January 22, 2013

Mr. Santos Kreimann, Director  
Los Angeles County Department of Beaches & Harbors  
Design Control Board  
13483 Fiji Way, Trailer #3  
Marina del Rey, CA 90292  
Attn. Charlotte Miyamoto

RE: P97 – Marina Beach Shopping Center – Proposed Tenant Change of Current Signage Request

Dear Charlotte;

On behalf of the Owners of Gold Coast Shopping Center, LLC (Marina Beach Shopping Center) we are requesting placement on the February, 2013 agenda of the Design Control Board to propose change of current signage considerations for the following tenant:

WELLS FARGO BANK  
514 WASHINGTON BOULEVARD  
MARINA DEL REY, CA 90292

On the following pages please find the proposed specifications for WELLS FARGO BANK.

Very truly yours,

Jill Peterson  
Pacific Ocean Management, LLC as Agent for  
Gold Coast Shopping Center, LLC

Enclosures



Corporate Properties Group  
MAC: C7201-042  
5601 S. Broadway  
4<sup>th</sup> Floor, Suite 400  
Littleton, CO 80121-8040

LANDLORD APPROVAL  
FOR  
SIGN DESIGN DOCUMENTS

TO: Coast Sign

FROM:

GOLD COAST SHOPPING CENTER, LLC (GCSC, LLC)

RE: MARINA DEL REY MAIN  
WF BE# 102488  
514 WASHINGTON BLVD  
MARINA DEL REY, CA, 90292

Landlord Name

GOLD COAST SHOPPING CTR, LLC

Phone #

310.822.6866

I have reviewed the attached sign design documents, and:

☒ I have initialed each page indicating my approval of the Sign Design Documents as submitted.

In addition,

I hereby give notice to the sign permitting authority that I approve the sign Design Documents as submitted.

I authorize the sign vendor, Coast Sign, under contract with Wells Fargo to make application for and secure the necessary permit(s), remove any existing signs, install the new approved signs and provide wall surface restoration of any resulting visible wall damage.

☐ I have made notations on the sign design documents indicating my concerns. I approve the sign Design Documents as noted in the package to be returned to Coast Sign.

☐ I have attached a letter with additional requirements.

Signature

Name (Print)

Title

Date

[Signature] William Peterson - Agent for GCSC, LLC 1/22/13



Corporate Properties Group  
MAC: C7201-042  
5601 S. Broadway  
4<sup>th</sup> Floor, Suite 400  
Littleton, CO 80121-8040

### AUTHORIZATION AND CONSENT FORM

RE: MARINA DEL REY MAIN  
WF BE# 102488  
514 WASHINGTON BLVD  
MARINA DEL REY, CA, 90292

Landlord/Owner Name: GOLD COAST SHOPPING CENTER, LLC (GCSC, LLC)  
Landlord Contact: PACIFIC OCEAN MANAGEMENT, LLC  
Print Name: JILL PETERSON  
Telephone Number: 310-822-6866

#### RE: Signage Conversion

To Whom It May Concern:

I am a duly authorized representative of GCSC, LLC, the Landlord/Owner at the referenced leased premises.

In my capacity as Landlord's official representative, I do hereby authorize Wells Fargo to perform all work associated with the sign conversion. I further authorize Coast Sign or its representatives to obtain in Landlord's name all permits for the sign conversion hereby consented to by Landlord. Costs associated with permit acquisition and signage replacement will be at the tenant's expense.

Landlord/Owner:

By: [Signature] Pacific Ocean Management as Agent for GCSC, LLC  
Date: 1/22/13

Please Fax to: 714-520-5847  
Attention: Brandon Miller

Or Mail to: Coast Sign, Inc.  
Brandon Miller  
1500 W Embassy Street  
Anaheim, CA 92802  
714-999-1960

Or email to: [brandon.miller@coastsign.com](mailto:brandon.miller@coastsign.com)

**WELLS  
FARGO**

before



after

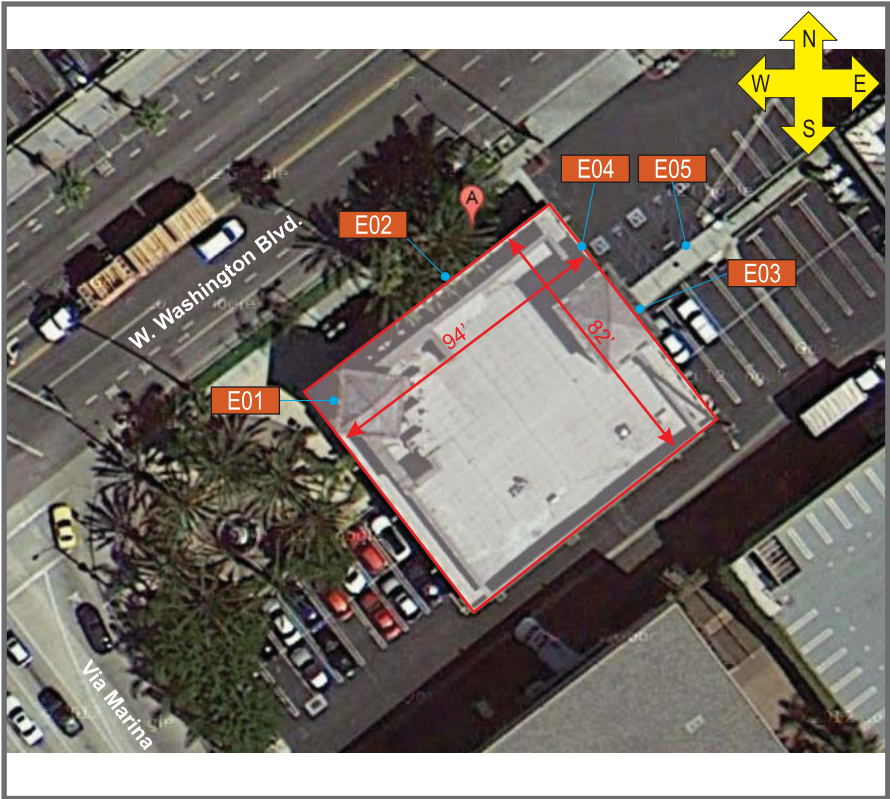


**BE # 102488**  
**Marina Del Rey Main**  
**Marina Del Rey**  
**514 Washington Blvd.**  
*Leased Site*





## Exterior Site Plan

[illegible]

R1-Refer To Pathfinder	1-10-13 JCU
R2-Refer To Pathfinder	1-19-13 RV

File Location:  
W:\Wells Fargo 2012\Art\Drawings\

Date: 1/8/13

Designer: DBS    PM: DN

City/State: Marina Del Rey, CA

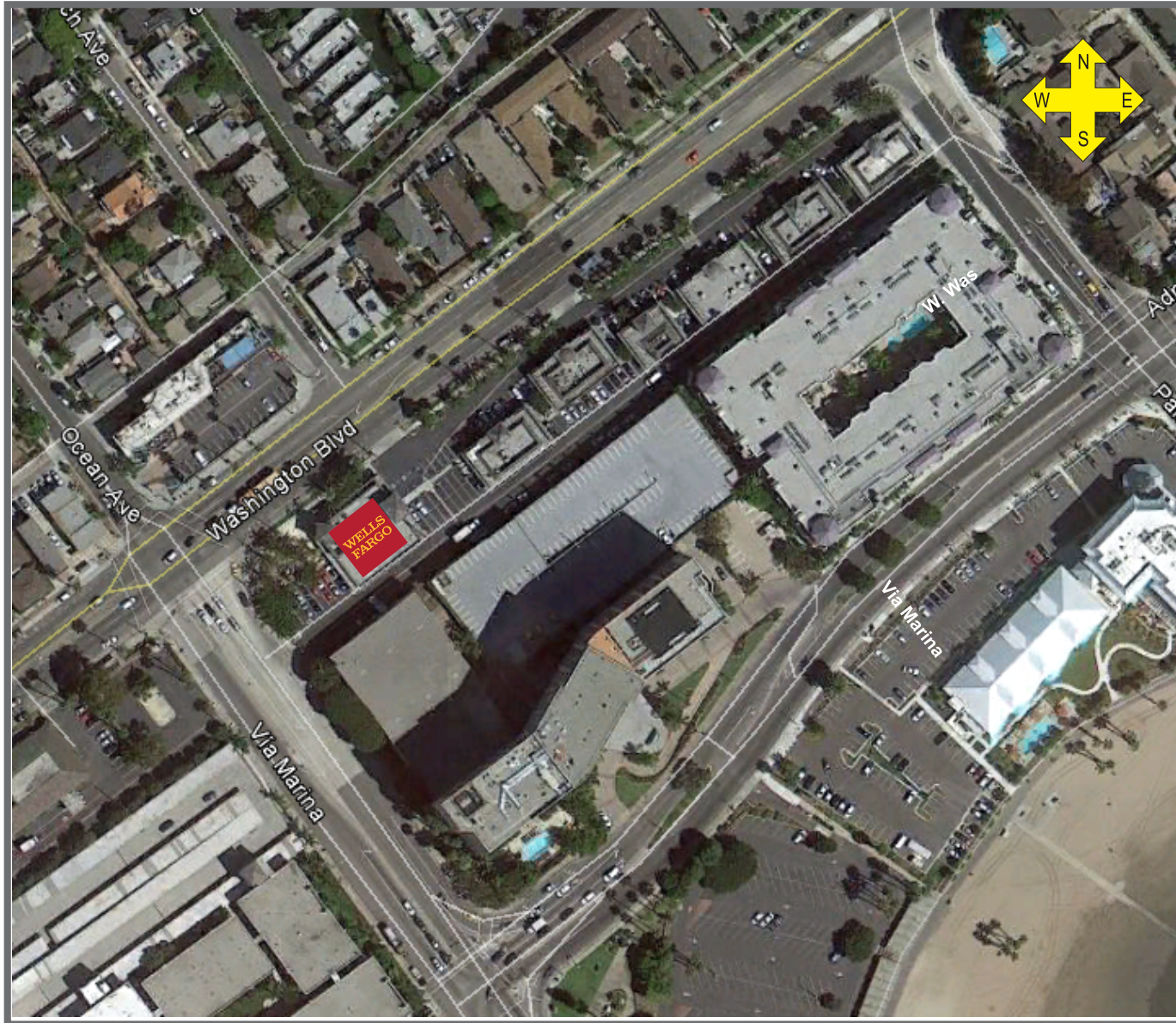
Address: 514 Washington Blvd.

Drawing # PRJ-WLFR-73268

Site Name	102488
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# Exterior Site Plan



## Revisions:

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R2-Refer To Pathfinder 1-19-13 RV

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Designer: DBS PM: DN

City/State: Marina Del Rey, CA

Address: 514 Washington Blvd.

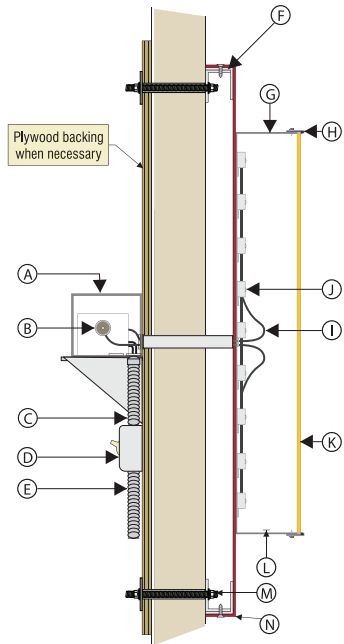
Drawing # **PRJ-WLFR-73268**

Site Name **102488**

# E01

## Horizontal Letters / Staging Panel - CHSP-12-H (Qty 1)

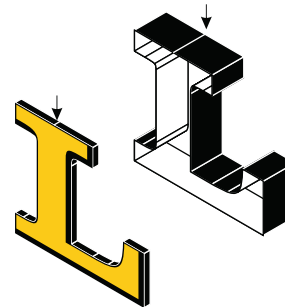
Remove existing sign, patch and repaint fascia to match existing. Install staging panel with internally illuminated face-lit letters. Specifications are listed below. Panel is mounted flush to fascia.



- A Power Supply Housing
- B GE 12V power supply
- C 1/2" flexible conduit
- D listed disconnect switch
- E primary electrical source
- F 2" x 2" aluminum angle frame
- G letter return (see chart below)
- H face retainer (see chart below)
- I 12V secondary supply wire
- J GE TetraminiMAX LED module
- K .177" clear acrylic with vinyl
- L weep holes (2 per letter)
- M Mounting (see chart below)
- N Alpolic ACM background panel

	Masonry	Wood	Metal
3/8" Bolts Thru Wall	✓		
3/8" Lagsw/Shields			
3/8" Lagsw/Bolts			
3/8" Toggle Bolts			

Mounting Hardware Chart



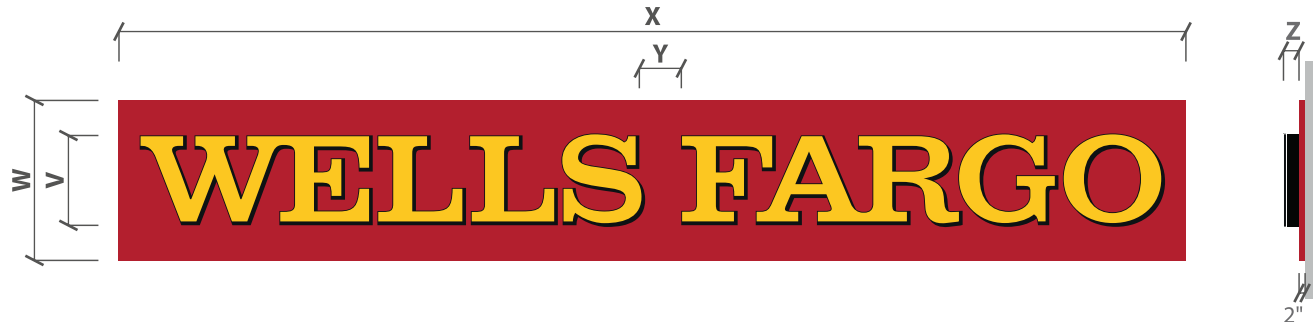
NOTE: TRIM CAP AND CHANNEL LETTER RETURN SEAMS SHOULD BE PLACED ON THE TOP OF THE LETTER SO THEY WILL NOT BE VISIBLE.



looking southeast on W. Washington Blvd.

### GENERAL NOTES:

- All lighting elements to be non-visible, including power supply.
- Letters to be flush mounted to background panel as shown.
- Lexan faces attached to trim caps using LORD 7542e adhesive, or approved equal with comparable VOC characteristics.
- Letters from 10" - 3'-6" have backs mechanically fastened to returns.
- All electrical to be UL Listed and labeled.
- Power supply wiring to be compliant to UL48 and NEC..
- ACM panels may require additional internal support bracing cross members.
- All visible mechanical fasteners within trim caps must be painted black.
- Knuckle seem to be used when seaming is necessary.



Letter Faces	Letter Backs	Letter Returns	Face Retainer	Ltr. Illumination	Model #	V	W	X	Y	Z	SF
.177" Clear Acrylic	(.063") Maxxrite High Reflective White	(.040") Maxxrite Alum. Sheeting w/High Reflective White Interior	Jewel-Hite Trim Cap 3/4" Black	GE Tetra miniMAX, GEWWMMSS-50K	CHSP-12-H	12"	1'- 9 3/8"	11'- 10 3/8"	5 5/8"	5"	21.2



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City/State: Marina Del Rey, CA

Address: 514 Washington Blvd.

Drawing # PRJ-WLFR-73268

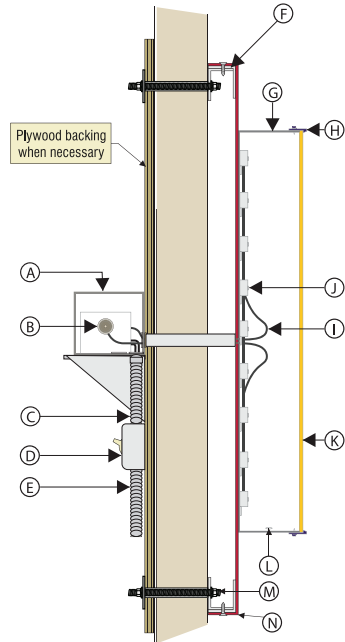
Site Name 102488



# E02

## Horizontal Letters / Staging Panel - CHSP-12-H (Qty 1)

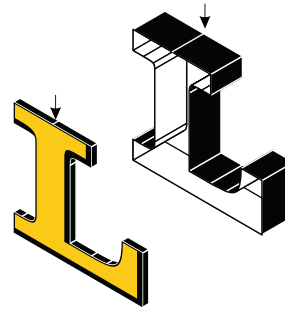
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	Masonry	Wood	Metal
3/8" Bolts Thru Wall	✓		
3/8" Lagsw/Shields			
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Mounting Hardware Chart



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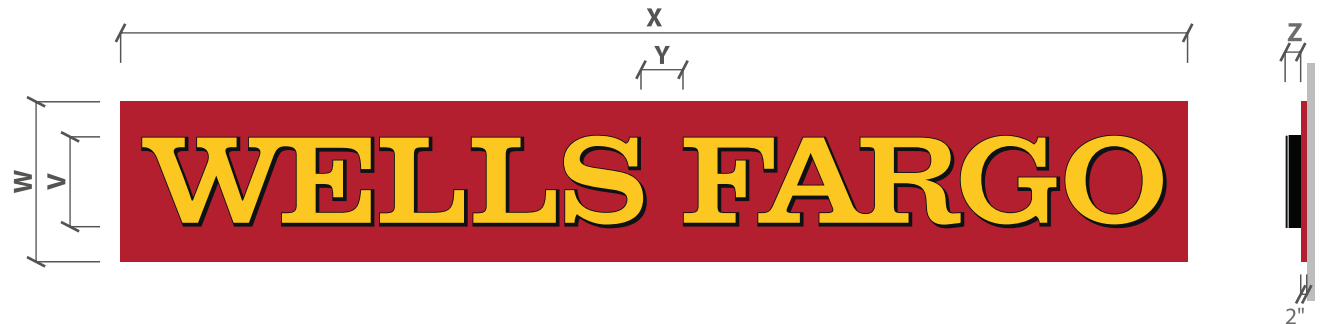
PATCH & PAINT AREA: 40 SQ. FT.



looking southeast on W. Washington Blvd.

### GENERAL NOTES:

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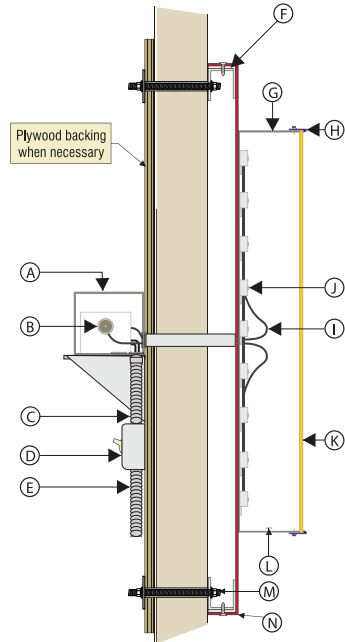
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Site Name 102488

# E03

## Horizontal Letters / Staging Panel - CHSP-12-H (Qty 1)

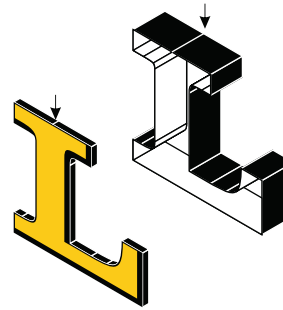
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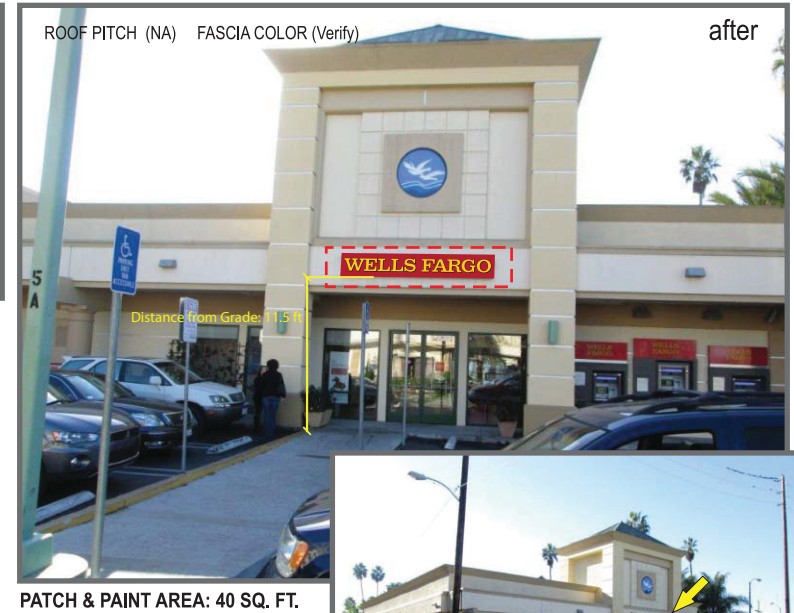
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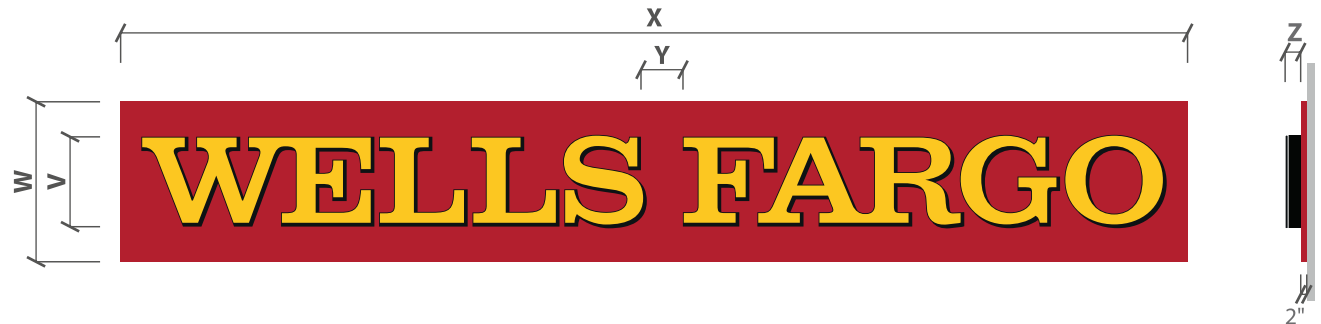
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looking southwest from parking lot

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City/State: Marina Del Rey, CA

Address: 514 Washington Blvd.

Drawing # PRJ-WLFR-73268

Site Name 102488



## E04 Leave As Is (Qty 3)

Leave existing sign as is, no work required.



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## E05 Leave As Is (Qty 3)

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Designer: DBS PM: DN

City/State: Marina Del Rey, CA

Address: 514 Washington Blvd.

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# WELLS FARGO

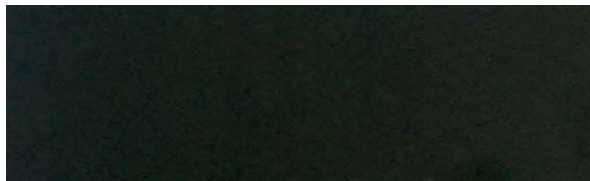
## Wall Sign



**ALPOLIC #WRY RED 4MM CORE ACM**



**3M 3630-4039 YELLOW VINYL**



**3M 3630-22 BLACK VINYL**



**TRIM CAP: 3/4" JEWELITE BLACK**



**.40" ALUMINUM RETURN.  
MAXXBRITE STANDARD BLACK OR  
PAINT MATTHEWS MP30132 BLACK  
FULL GLOSS**